

Leduc Representative

Publication: Leduc Representative

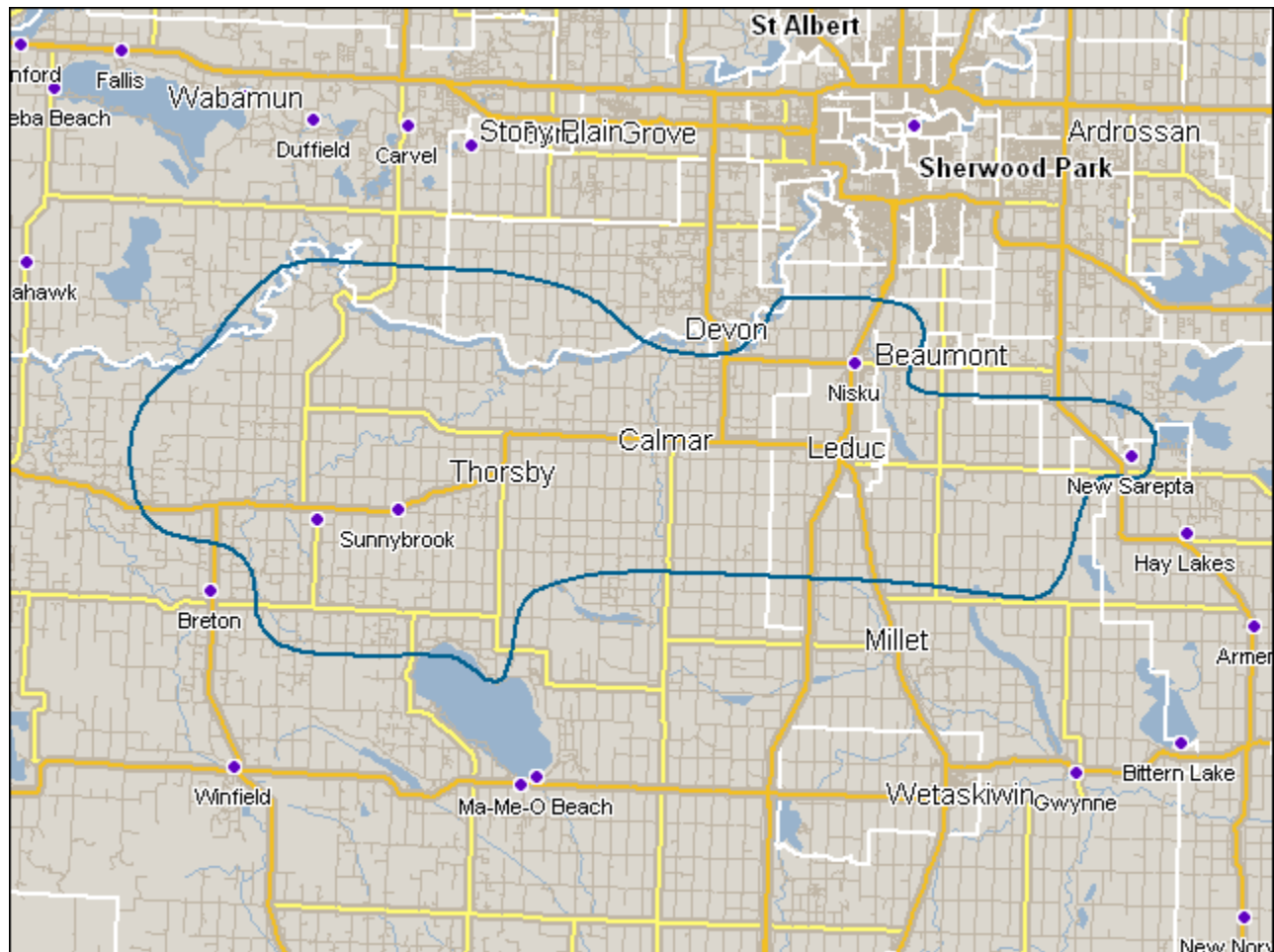
Code: 80056

Market: Leduc, AB

Population: 22 457

Publishing Day: Friday

Source: ComBase 2008 Study

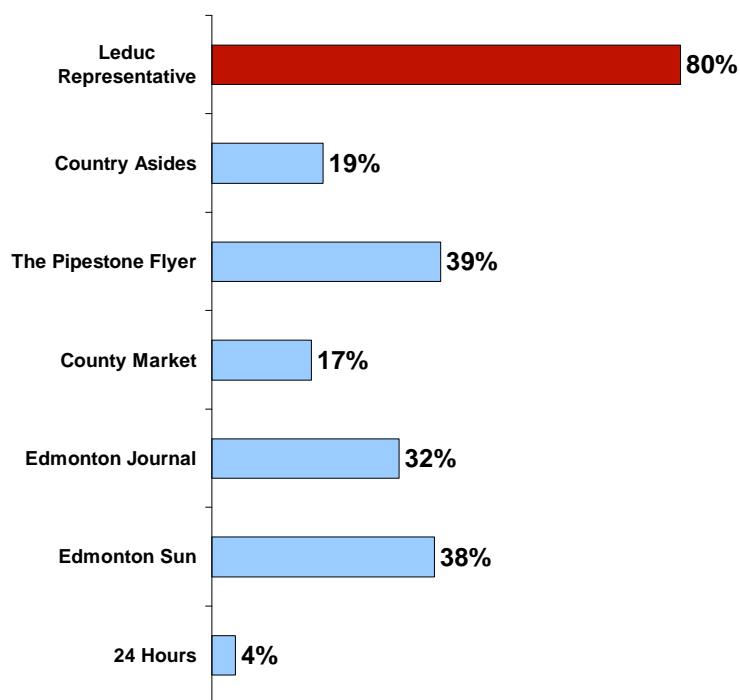


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

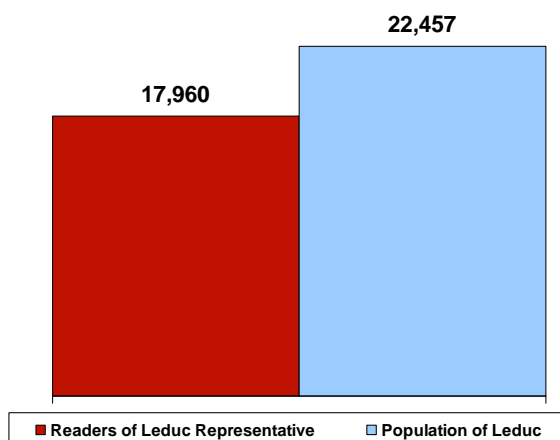
NET READERSHIP*

80% of Leduc adults read any of the last 4 issues of Leduc Representative.



NET READERS

17,960 Leduc adults read any of the last 4 issues of Leduc Representative.



NEWSPAPER READERSHIP

- 87% of Leduc adults read any community newspaper.
- 55% of Leduc adults read any daily newspaper.
- 35% of Leduc adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Leduc Representative

- 82% of females read Leduc Representative.*

GENDER

Male	78%
Female	82%

AGE

18-34 years old	68%
35-49 years old	84%
50+ years old	82%

EDUCATION

High School or less	76%
Tech. or College	87%
University +	83%

HOUSEHOLD INCOME

<\$30K	82%
\$30-49K	85%
>\$50K	84%

RESIDENCE

Own Residence	81%
Rent Residence	65%

FAMILY STATUS

With children	84%
Without children	77%

* cumulative readership - read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

Media Habits

REASONS FOR READING COMMUNITY NEWSPAPERS

33% of Leduc Representative readers said they read their community newspaper for advertising.

	Leduc Representative Readers*	Community Newspaper Readers**
Editorial	30%	30%
Local News	79%	76%
Local Events	65%	62%
Classified	36%	37%
Real Estate	34%	33%
Jobs/Employment	24%	22%
Advertising	33%	31%
Flyers	35%	32%

*read any of the last four issues of community newspaper
 ** read any community newspaper

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

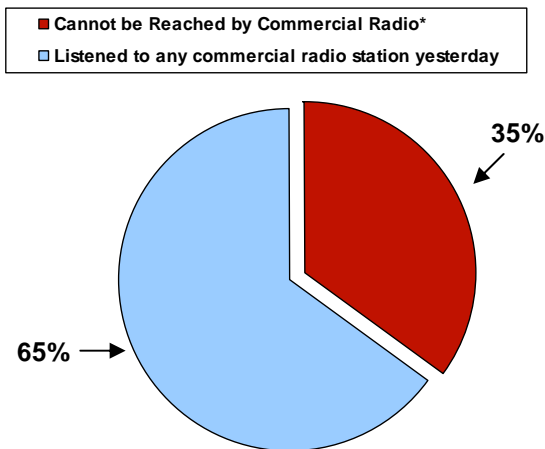
(Read Always Or Sometimes)

46% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

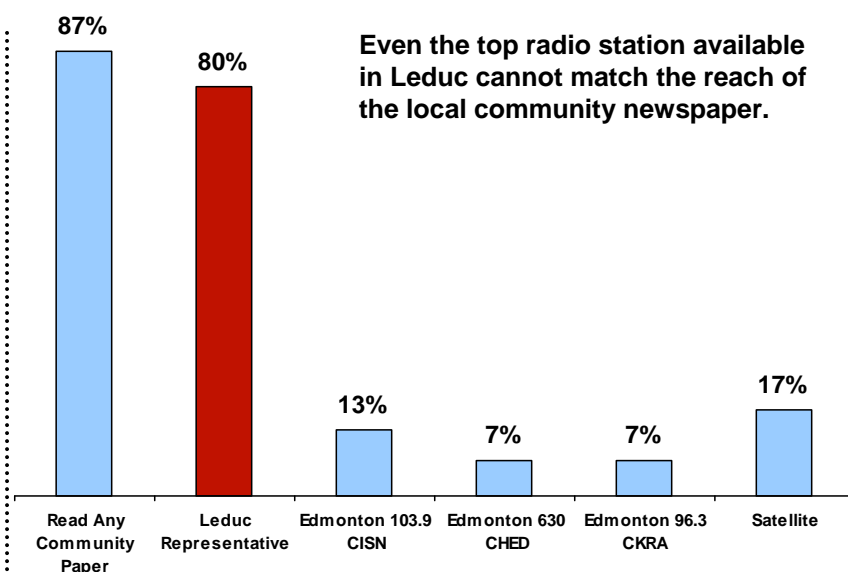
Automotive Supply or Service	46%
Computer Hardware or Software	45%
Department Stores including Clothing	68%
Drug Store or Pharmacy	64%
Fast Food Restaurant	44%
Furniture or Appliances or Electronics	64%
Grocery Store	74%
Home Improvement Store	65%
Investment or Banking Services	27%
Telecommunication and Wireless Products	32%
Other Products or Services	65%

COMMUNITY PRINT MEDIA VS. RADIO

A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.



35% of Leduc adults cannot be reached with commercial radio.



Even the top radio station available in Leduc cannot match the reach of the local community newspaper.

*did not listen to radio yesterday or listened to CBC only

Source: ComBase 2008